

Date Mailed December 7, 1999

BEFORE THE
PUBLIC SERVICE COMMISSION OF WISCONSIN

Application of Madison Gas and Electric Company
for Authority to Issue And Sell Not to Exceed 1,750,000
Additional Shares of Its Common Stock \$1 Par Value

3270-SB-119

**NOTICE OF PROCEEDING
AND
INVESTIGATION AND ASSESSMENT OF COSTS**

THIS IS A PROCEEDING TO consider the October 7, 1999, application of Madison Gas and Electric Company (applicant) for authority, pursuant to Wis. Stat. § 200.03, to issue and sell up to 1,750,000 additional shares of its Common Stock, Par Value \$1 per share. The Common Stock will be sold either pursuant to the Madison Gas and Electric Company Investors Plus Plan, or through the use of an underwriter, or a combination of the two methods. Anyone objecting to the proposed issuance must file a request for hearing with the Public Service Commission of Wisconsin (Commission) within ten days of this notice.

NOTICE IS GIVEN that the Commission considers it necessary, in order to carry out its duties, to investigate all books, accounts, practices, and activities of the applicant. The expenses incurred or to be incurred by the Commission which are reasonably attributable to such an investigation will be assessed against and collected from the applicant in accordance with the provisions of Wis. Stat. §§ 196.85 and 200.10, and Wis. Admin. Code ch. PSC 5.

The Commission does not discriminate on the basis of disability in the provision of programs, services, or employment. Any person with a disability who needs accommodations to participate in this proceeding or who needs to obtain this document in a different format should contact the case coordinator listed below.

Questions from the media may be directed to Jeffrey L. Butson, Public Affairs Director, at (608) 267-0912.

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Questions regarding this matter may be directed to case coordinator Lois J. Hubert at (608) 267-2210.

Dated at Madison, Wisconsin, _____

By the Commission:

Lynda L. Dorr
Secretary to the Commission

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